



CBC

CBC-ROI Alberta Attitudes Survey January 2012



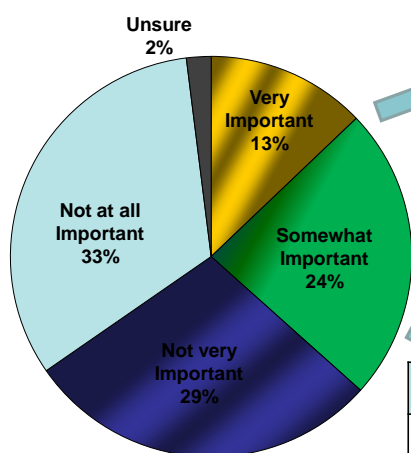
Figure1



## Importance of Ideology in Alberta Politics



Q20. "Terms like left wing and right wing have long been used to define political parties, and some people say that these definitions are important in helping them decide who to vote for, while others say it is not important. How important is the left - right distinction to you when considering which party to vote for?"



By Region	Total	Calgary	Edmonton	Other
Very Important	13%	18%	10%	12%
Somewhat Important	24%	21%	27%	25%

Support By Party	Total	PC Alberta	Wildrose	NDP	Liberal
Very important	13%	11%	18%	14%	14%
Somewhat Important	24%	26%	29%	26%	25%

Support By Demographics	Total	Men	Women	18-34 years	35-54 years	55+ years
Very important	13%	17%	10%	13%	10%	19%
Somewhat Important	24%	24%	25%	21%	27%	25%

**roi**  
return on insight

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